

# Postgraduate Diploma Transmedia Storytelling





## Postgraduate Diploma Transmedia Storytelling

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/pk/journalism-communication/postgraduate-diploma/postgraduate-diploma-transmedia-storytelling](http://www.techtitute.com/pk/journalism-communication/postgraduate-diploma/postgraduate-diploma-transmedia-storytelling)

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# 01

# Introduction

Today's viewers are looking for unique experiences and therefore choose innovative content that adds value. The media and communication agencies have understood this new consumer philosophy and are therefore betting on the use of Transmedia Storytelling as a fundamental tool to get closer to users. With this program, students will learn the particularities of this new method of storytelling, which will allow them to become highly competitive professionals who will be in demand by the main companies in the sector.





“

*Create content through Transmedia Storytelling that generates value to your brand and stands out in a highly competitive market”*

In the information age, users are opt for quality and impactful content that generates some kind of emotion. In other words, they are looking for content that adds value to their viewing experience. This applies to all genres and media, from series to advertising to radio and television news, for example.

Large companies in the sector, aware of the importance of creating attractive content, are constantly evolving and adapting to the new times and, therefore, are increasingly committed to creating content with Transmedia Storytelling tools, thanks to which interrelated stories are designed for different media, which show the values of the brand, and in which the audience is part of an essential way.

One of the clearest examples of Transmedia Storytelling has been shown with the Spanish TV series, El Ministerio del Tiempo, which not only gave viewers the opportunity to enjoy a great story, but also created a whole series of extra content, such as podcasts or comics that completed the user experience. But many brands are betting on this new method to create a successful image: from Coca-Coca to Apple have surrendered to the benefits of the new communication.

Thanks to this Postgraduate Diploma of TECH Technological University, the students will be able to acquire specialized knowledge in this field, and they will achieve it through a program designed to their needs, which is taught in a 100% online format, so they will be able to balance it perfectly with the rest of their daily obligations.

This **Postgraduate Diploma in Transmedia Storytelling** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Communication
- ♦ Its graphic, schematic and eminently practical contents are designed to provide theoretical and practical information on those disciplines that are essential for professional practice
- ♦ New developments in Transmedia Storytelling
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in Transmedia Storytelling
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Big brands are increasingly using Storytelling to reach their audiences. Thanks to this specialization you will be able to offer yourself to them as an advertising creative”*

“

*TECH provides you with a multitude of practical resources that will be essential to specialize in this field”*

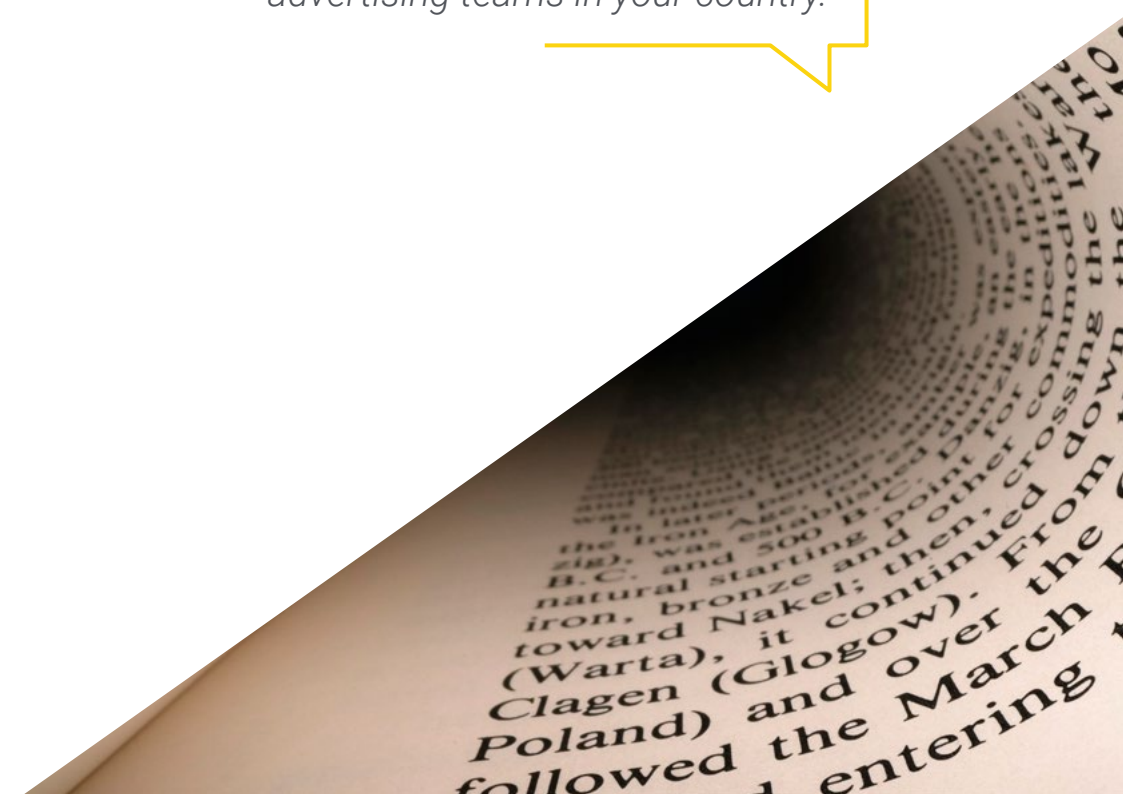
*Use Storytelling for the design of your campaigns and, in a short time, your brand will be more recognized in the market.*

*Thanks to this program, you will be one step closer to gaining access to the most reputable advertising teams in your country.*

Its teaching staff includes professionals from the field of Communication, who contribute their work experience to this program, as well as renowned specialists from prestigious universities and reference societies.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02

# Objectives

Communication professionals are increasingly directing their future towards the creation of advertising content. But nowadays, it is not enough to be creative to design the best campaigns; it is necessary to know how to handle the most current techniques for their design and implementation. This program is aimed at improving the student's qualification in Transmedia Storytelling, achieving a level of competence that will place them as the best exponents of the sector.





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*If you want your advertising campaigns to be as recognized as Coca-Cola's, don't miss the opportunity and specialize in Transmedia Storytelling"*



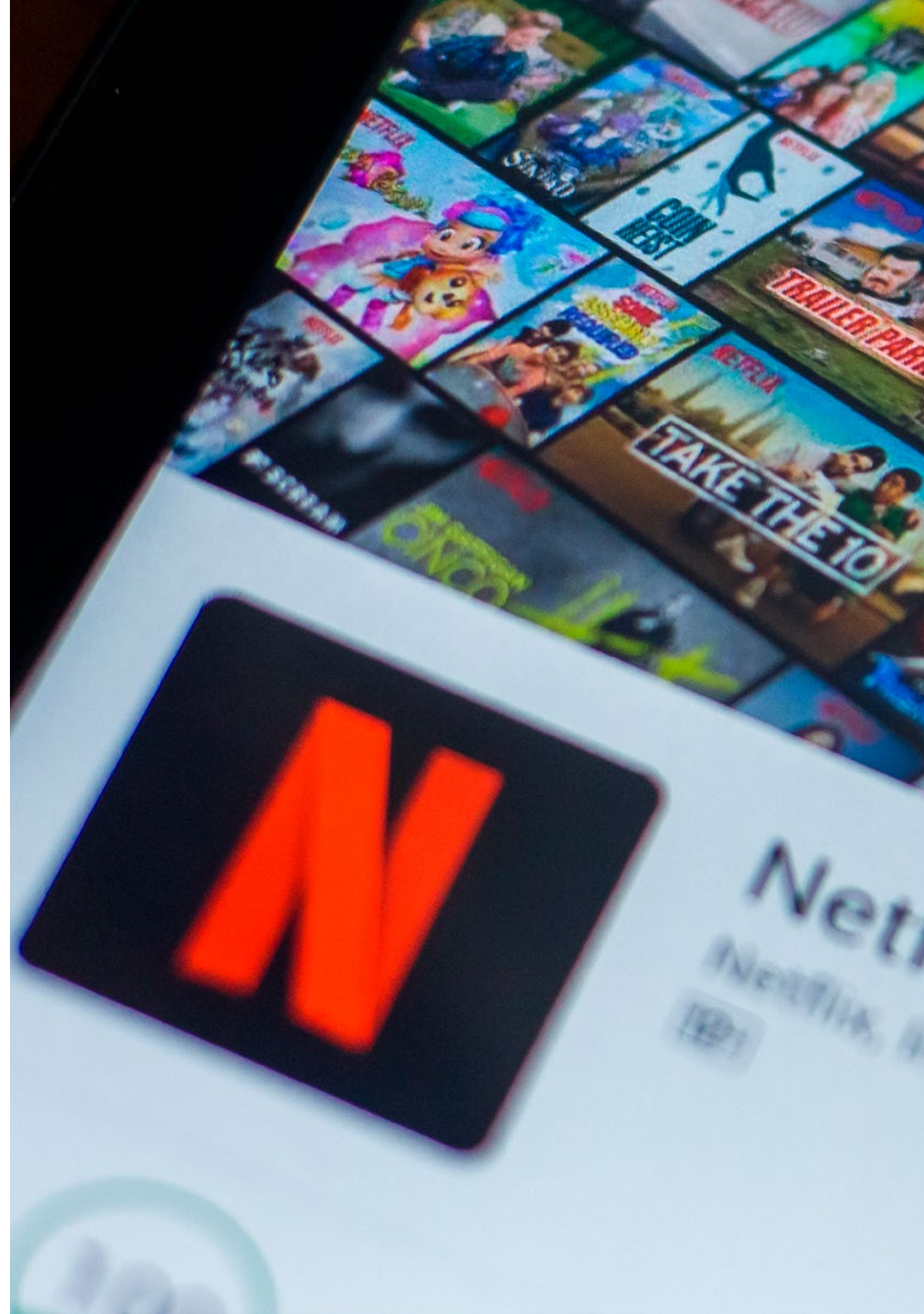
## General Objectives

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- ♦ Conceptual knowledge and understanding of Transmedia Storytelling and its relevance in different professional fields (advertising, marketing, journalism, entertainment)
- ♦ Acquire the fundamentals of transmedia creation, from narrative to production, dynamization in social communities and economic monetization

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*Distinguishing between traditional and transmedia storytelling will allow you to create more current and engaging stories”*





## Specific Objectives

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### Module 1. Transmedia Storytelling, Crossmedia

- ♦ Learn more about Transmedia Storytelling as a discipline highlighting its importance in different professional sectors

### Module 2. Transmedia Narratives

- ♦ Master how transmedia storytelling is constructed and how it differs from traditional storytelling
- ♦ Internalize, with the help of practical examples the way to achieve audience involvement in a transmedia project

### Module 3. Transmedia Content Production

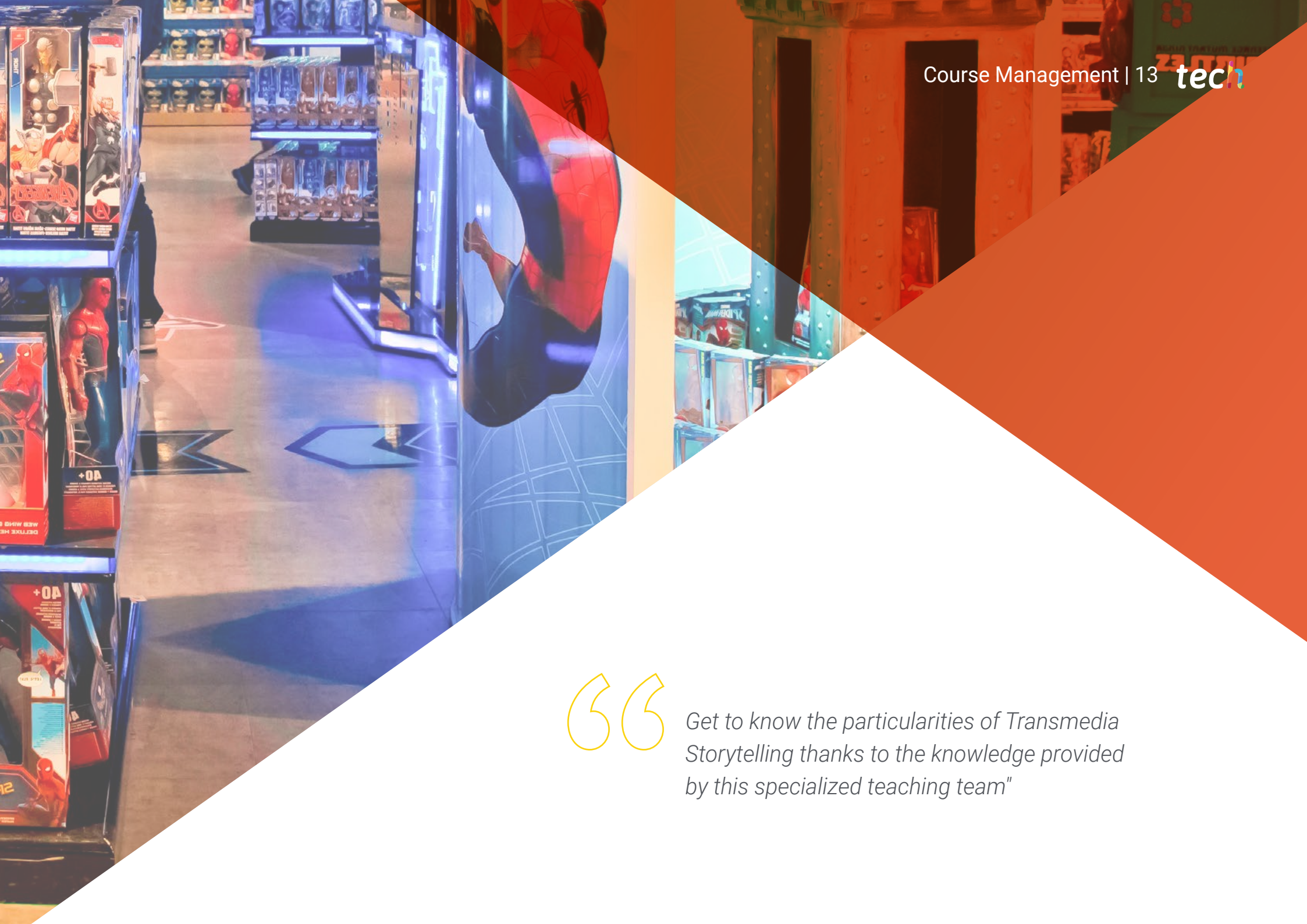
- ♦ Further develop the practical methodology in the construction of transmedia content, from the research and documentation phase, to the platforms and participatory mechanics

# 03

# Course Management

This Postgraduate Diploma in Transmedia Storytelling has been developed by a teaching team with extensive experience in the sector. Reputable professionals who have spent a large part of their careers in the world of communication and who are aware of the advantages that the new tools available in this field can bring. In this way, they offer students a whole new content that will be fundamental for their work as creative and multimedia content creators.





“

*Get to know the particularities of Transmedia Storytelling thanks to the knowledge provided by this specialized teaching team"*

## International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apothetae and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.



## Dra. Romanska, Magda

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- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Dr. Regueira, Javier

- VP and founder of the Spanish Association of Branded Content
- Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- Professor at Pontificia Comillas University, ESDEN, Esic, Inesdi, The Valley
- Former Marketing Executive at BDF Nivea and Imperial Tobacco
- Autor, blogger y TEDx Speaker
- Doctor in Branded Content
- Graduate in Economics and Business Administration European ICADE E4
- Master's Degree in Marketing





## Teachers

### Dr. Roig, Antoni

- ◆ Director of the Audiovisual Communication program. UOC
- ◆ PhD in Social Science
- ◆ Degree in Audiovisual Communication
- ◆ Telecommunications Engineer

### Ms. Rosendo, Nieves

- ◆ Professor University of Granada
- ◆ PhD Candidate in Transmedia Communication

04

# Structure and Content

This Postgraduate Diploma in Transmedia Storytelling from TECH Technological University has been developed thinking about the educational needs of communication professionals, both journalistic and advertising, who must know the new methods to tell stories in an attractive way, causing emotions in the audience and achieving their loyalty. The program is divided into 3 modules and covers issues such as Storytelling, Crossmedia, narrative and content production.





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*A fundamental program to learn how to apply Storytelling as the main method to show your products”*

## Module 1. *Transmedia Storytelling, Crossmedia*

- 1.1. Chronology of the Transmedia Concept
  - 1.1.1. Transmedia in the Context of Contemporary Cultural Production
  - 1.1.2. How Do we Understand Transmedia?
  - 1.1.3. Key Elements that Make up a General Notion of Transmedia
- 1.2. Transmedia and Related Multiplatform, Crossmedia, Digital Narratives, Multimodality, Transmedia Literacies, Worldbuilding, Franchising, Data Storytelling, Plataformization
  - 1.2.1. Economy of Attention
  - 1.2.2. Transmedia and Related
  - 1.2.3. Multimodality, Crossmedia and Transmedia
- 1.3. Areas of Application and Potential of Transmedia
  - 1.3.1. Transmedia in the Cultural Industries
  - 1.3.2. Transmedia and Organizations
  - 1.3.3. Transmedia in Science and Education
- 1.4. Consumption Practices and Transmedia Culture
  - 1.4.1. Cultural Consumption and Everyday Life
  - 1.4.2. Platforms
  - 1.4.3. User-Generated Content
- 1.5. Technologies
  - 1.5.1. Transmedia, New Media and Technology: Early Days
  - 1.5.2. Date:
  - 1.5.3. The Technological Factor in Transmedia Projects
- 1.6. Transmedia, Between Digital and Live Experiences
  - 1.6.1. The Value of Live Experiences
  - 1.6.2. What Do we Understand as Experience?
  - 1.6.3. Examples of Real-World Experiences
- 1.7. Transmedia and Gaming: Designing Playful Experiences
  - 1.7.1. The Whole and the Parts: Issues to Consider When Defining the Individual Elements of a Transmedia Experience
  - 1.7.2. The Playfulness Factor
  - 1.7.3. Some Examples

- 1.8. Critical Aspects of Transmedia
  - 1.8.1. What Can Transmedia Become?
  - 1.8.2. Discussion
  - 1.8.3. A Critical Look: What Challenges and Problems Do We Have to Face?
- 1.9. Interdisciplinary Transmedia: Roles, Profiles, Teams
  - 1.9.1. Teamwork
  - 1.9.2. Transmedia Competencies
  - 1.9.3. Roles

## Module 2. *Transmedia Narratives*

- 2.1. Transmedia Narratives according to Henry Jenkins
  - 2.1.1. Henry Jenkins, Transmedia and Convergence Culture
  - 2.1.2. Links Between Participatory Culture, Transmedia and Fan Studies
  - 2.1.3. The 'Seven Principles' of Transmedia Storytelling
- 2.2. Reviews and Alternative Visions of Transmedia Narratives
  - 2.2.1. Theoretical Perspectives
  - 2.2.2. Perspectives on Professional Practice
  - 2.2.3. Specific Views
- 2.3. Stories, Narrative, Storytelling
  - 2.3.1. Stories, Narrative and Storytelling
  - 2.3.2. Narrative as Structure and Practice
  - 2.3.3. Intertextuality
- 2.4. Classic, Non-Linear and Transmedia Narrative
  - 2.4.1. The Narrative Experience
  - 2.4.2. Narrative Structure in Three Acts
  - 2.4.3. The Ideas and Comings and Goings of the 'Hero's Journey'
- 2.5. Interactive Narrative: Linear and Non-Linear Narrative Structures
  - 2.5.1. Interactivity
  - 2.5.2. Agency
  - 2.5.3. Different Non-Linear Narrative Structures

- 2.6. Digital Storytelling
  - 2.6.1. Digital Narratives
  - 2.6.2. The Origin of Digital Storytelling: Life Stories
  - 2.6.3. Digital and Transmedia Storytelling
- 2.7. Anchors' Transmedia Storytelling: Worlds, Characters, Time and Timelines, Maps, Space
  - 2.7.1. The Moment of the Leap
  - 2.7.2. Imaginary Worlds
  - 2.7.3. Public Participation
- 2.8. Fan Phenomenon, Canon and Transmedia
  - 2.8.1. Role of the Fan
  - 2.8.2. Fandom and Productivity
  - 2.8.3. Key Concepts in the Relationship between Transmedia and Fan Culture
- 2.9. Audience Involvement ( Engagement Strategies, Crowdsourcing, Crowdfunding, etc.)
  - 2.9.1. Levels of Involvement: Followers, Enthusiasts, Fans
  - 2.9.2. The Public, the Collective, the Crowd
  - 2.9.3. Crowdsourcing and Crowdfunding

### Module 3. Transmedia Content Production

- 3.1. The Project Ideation Phase
  - 3.1.1. Story
  - 3.1.2. Platforms
  - 3.1.3. Public
- 3.2. Documentation, Research, Search for references
  - 3.2.1. Documentation
  - 3.2.2. Successful References
  - 3.2.3. Learning from Others
- 3.3. Creative Strategies: in Search of the Premise
  - 3.3.1. The Premise
  - 3.3.2. Necessity of the Premise
  - 3.3.3. Coherent Projects

- 3.4. Platforms, Narrative and Participation. An Iterative Process
  - 3.4.1. Creative Process
  - 3.4.2. Connection Between the Different Parts
  - 3.4.3. Transmedia Narratives as a Process
- 3.5. The Narrative Proposal: Story, Arcs, Worlds, Characters
  - 3.5.1. The Story and Narrative Arcs
  - 3.5.2. Worlds and Universes
  - 3.5.3. Characters at the Center of the Story
- 3.6. The Optimal Support for Our Narrative. Formats and Platforms
  - 3.6.1. The Medium and the Message
  - 3.6.2. Platform Selection
  - 3.6.3. Format Selection
- 3.7. User Experience (UX) Design Know your Audience
  - 3.7.1. Discover your Audience
  - 3.7.2. Levels of Participation
  - 3.7.3. Experience and Memorability
- 3.8. The Transmedia Production Bible: Approach, Platforms, User Journey
  - 3.8.1. The Transmedia Production Bible
  - 3.8.2. Approach and Platforms
  - 3.8.3. User Journey
- 3.9. The Transmedia Production Bible: Project Aesthetics, Material and Technical Requirements
  - 3.9.1. Importance of Aesthetics
  - 3.9.2. Possibilities and Production
  - 3.9.3. Material and Technical Requirements
- 3.10. The Transmedia Production Bible: Case Studies on Business Models
  - 3.10.1. Model Design
  - 3.10.2. Model Adaptation
  - 3.10.3. Cases

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*





*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

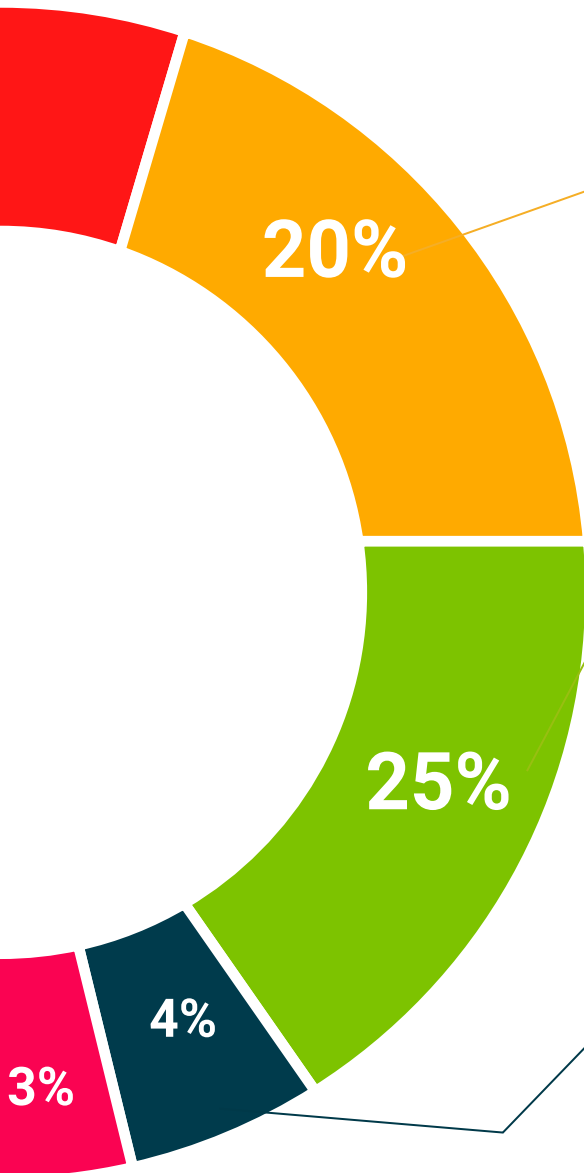
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

The Postgraduate Diploma in Transmedia Storytelling guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Diploma in Transmedia Storytelling** contains the most complete and up-to-date program the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Transmedia Storytelling**

Official N° of Hours: **450 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
online training  
development language  
virtual classroom

**tech** technological  
university

**Postgraduate Diploma**  
**Transmedia Storytelling**

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Transmedia Storytelling

